MASTER YOUR OWN SUCCESS

www.apu.edu.my
The Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia’s Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing graduates for significant roles in business and society globally. APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.

Originally established as the Asia Pacific Institute of Information Technology (APIIT) in 1993 and Asia Pacific University College of Technology & Innovation (UCTI) in 2004, APU’s sound approach to nurturing school leavers into qualified professionals has resulted in our graduates being highly sought after by employers. With an international student community from more than 90 countries studying in its Malaysian campus, APU offers a truly cosmopolitan learning environment which prepares students well for the global challenges which lie ahead. APU offers a wide range of degrees with Technology as a common core.

APU’s achievements bear testimony to our commitment to excellence in higher education and training, as well as innovative research and development and commercialization. APU (via APIIT) is Malaysia’s first Institution to achieve Multimedia Super Corridor (MSC) Company Status. Through our network of APIIT Education Group branch campuses established in Sri Lanka and India, APU also reaches out to young aspiring professionals in these countries, providing them with a unique opportunity of experiencing international best practices in higher education using curricula, processes, resources and systems which have been developed in Malaysia. APU’s academic programmes are all approved by the Ministry of Higher Education of Malaysia and the qualifications are accredited by the Malaysian Qualifications Agency (MQA).
The APIIT Education Group received the prestigious Prime Minister’s Industry Excellence Award from the Prime Minister of Malaysia, Dato’ Seri Mohd Najib Tun Razak. Only one organisation was selected to receive the Prime Minister’s Industry Excellence Award from among nearly 30 other award recipients in 8 different categories.

The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister’s Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.
The School of Postgraduate Studies at APU is an established school for postgraduate education. The school has a strong presence in the industry and is an obvious choice among professionals seeking to enhance their career and lifelong learning opportunities. The school offers a variety of specialised programmes. Our programmes are very much industry driven and relevant ensuring that our graduates are global citizens and industry ready. Alumni of the school have progressed into a number of significant careers in leading multinational technology-based companies.

In line with APU’s vision, the school aims to enhance lifelong learning opportunities by being a leading provider of high quality and innovative postgraduate education in computing, business and technology. The school also aims to be a contributor to research at the national and international level. This is emphasised by our mission to provide high quality and internationally recognised and benchmarked postgraduate education and to be recognised for innovative facilitation of graduate study and educational activities.

The aims of the Masters Degree Programmes are to provide you with the opportunity to:

• Progress naturally from a degree or equivalent qualification
• Improve your employability opportunities and career development prospects through employable skills
• Improve skills and knowledge in the context of your current work environment
• Develop independent learning and working skills to improve prospects within your current work environment or outside
• Develop higher cognitive skills such as analysis, synthesis & evaluation
• Upgrade your communication and technical skills
• Further develop knowledge and skills within your chosen field of study
• Identify, review and critically evaluate relevant sources of information, theories and concepts appropriate to your subject area

Why our Masters Degree programmes?

• International recognition and exposure
• A professional learning environment
• Our strength of research
• Experienced, academically well-qualified staff with substantial professional and industrial experience
• Natural progression from undergraduate to postgraduate study
• No working experience required
• Complete within 16 months (Full-time Study) or 2 years (Part-time Study)
• Develop project/dissertation based on your own interest
• Flexibility to take modules at your own pace and to switch between full-time and part-time modes for selected courses
• Opportunity to interact with staff, students and working professionals with a multitude of backgrounds and experience
• Programmes approved by Ministry of Higher Education, Malaysia
• Programmes accredited by Malaysian Qualifications Agency (MQA)
Masters Degree Admission Requirements*

General Admission Requirements

- A good honours degree
- Graduates of equivalent qualifications who have several years of relevant industry experience

Different Options

- FULL-TIME
  - Masters Foundation (4 weeks)
  - 16 months over 3 semesters of 16 weeks each
    - Revision week
    - Assessment week
  - Day time delivery over a full semester plus intensive delivery during weekends and evenings
  - Coursework modules plus Research Methods Module
  - Dissertation (Optional for APU Masters Degree & Dual Masters Degree)

- PART-TIME
  - 2 to 5 years on modular basis
  - Intensive delivery during weekends and evenings
  - Coursework modules plus Research Methods Module
  - Dissertation (Optional for APU Masters Degree & Dual Masters Degree)

Our Strengths

- Internationally recognised Masters Degrees quality assured by our partner universities in UK & Australia.
- Innovative programmes designed to give you the professional edge in your career.
- Flexible entry points to suit your professional and personal schedules.
- Flexibility to take, and pay for, modules at your own pace and to switch between full-time and part-time modes for selected courses.
- Complete within 16 months (Full-Time study) or 2 years (Part-Time study).
- Masters Degrees that are specially designed to meet your time, cost and quality needs.
## Pathways to the Masters Degree Programmes

<table>
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<tr>
<th>AWARD LIST</th>
<th>UK MASTERS DEGREE PROGRAMMES</th>
<th>DUAL MASTERS DEGREE PROGRAMMES</th>
<th>APU MASTERS DEGREE PROGRAMMES</th>
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<tbody>
<tr>
<td></td>
<td>MSc in Technology Management</td>
<td>MSc in IT Management</td>
<td>MSc in Business Management</td>
</tr>
<tr>
<td></td>
<td>MSc in IT Management</td>
<td>MSc in Mobile Computer Systems</td>
<td>MSc in Software Engineering</td>
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<tr>
<td></td>
<td>MSc in Software Engineering</td>
<td>MSc in Computer Science</td>
<td>MSc in Information Systems</td>
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<tr>
<td></td>
<td>MSc in Information Systems</td>
<td>MSc in International Business</td>
<td>MSc in Global Marketing</td>
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<tr>
<td></td>
<td>MSc in Global Marketing</td>
<td>MSc in IT Systems</td>
<td>MSc in Enterprise Systems</td>
</tr>
<tr>
<td></td>
<td>MSc in International Business</td>
<td>MSc in IT Systems</td>
<td>MSc in Information Systems</td>
</tr>
<tr>
<td></td>
<td>MSc in IT Systems</td>
<td>MSc in Program Management</td>
<td>MSc in Business Management</td>
</tr>
</tbody>
</table>

| Accounting & Finance | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Advertising & Publishing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Architecture & Design | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Arts | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Aviation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Biological Science | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Biotechnology | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Business Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Chemistry | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Commerce | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Computer Science | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Construction Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Dance, Drama & Music | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Economics | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Education | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Engineering | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Environmental Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Event Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Geology | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Graphic Design | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Health & Social Science | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| History | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Human Resource Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Information Systems/Library Science | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Internet Technology & Computing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Language & Literature | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Law & Justice | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Material Science | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mathematics & Statistics | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Media Marketing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Medicine | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mobile Computing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Multimedia | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nursing & Midwifery | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nutrition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Philosophy | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Physics | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Politics & International Studies | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Psychology | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Public Relations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Real Estate & Property Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Work & Human Services | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sociology | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Software Engineering | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sport & Recreational Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Telecommunication | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Theatre Studies | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tourism & Hospitality | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Web Development | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

### Legend
- ✓ - No prior computing or IT knowledge required
- ✓ - Students recommended to have prior knowledge (or working experience) in Computing or IT
Study Pattern for the Part-Time Student

All modules follow the intensive delivery pattern with at least a one week break between modules. You may start the research module once you have completed 5 modules. Having completed the research module you may start your dissertation.

**Intensive Delivery Study Pattern**

The typical module structure is as follows:

<table>
<thead>
<tr>
<th>Week</th>
<th>Pre-Intensive Session</th>
<th>Directed study to prepare for intensive session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Pre-Intensive Session</td>
<td>Directed study to prepare for intensive session</td>
</tr>
<tr>
<td>Week 2</td>
<td>Intensive Session</td>
<td>Intensive lectures &amp; assignments delivery</td>
</tr>
<tr>
<td>Week 3</td>
<td>Intensive Session</td>
<td>Intensive lectures &amp; assignments delivery</td>
</tr>
<tr>
<td>Week 4</td>
<td>Post-Intensive Session</td>
<td>Independent study time</td>
</tr>
<tr>
<td>Week 5</td>
<td>Post-Intensive Session</td>
<td>Independent study time</td>
</tr>
<tr>
<td>Week 6</td>
<td>Post-Intensive Session</td>
<td>Examination</td>
</tr>
<tr>
<td>Week 7</td>
<td>Post-Intensive Session</td>
<td>Independent study and preparation time to complete assignment &amp; hand-in assignment</td>
</tr>
</tbody>
</table>

Attendance at all sessions and completion of the examination and assignments is compulsory.

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**Structure of the Postgraduate Programme (Full-Time Mode)**

<table>
<thead>
<tr>
<th>AWARD</th>
<th>MSc in Computing</th>
<th>MBA</th>
<th>MSc in Information Technology Management</th>
<th>MSc in Software Engineering</th>
<th>MSc in Technology Management</th>
<th>MSc in Mobile Computer Systems</th>
<th>MSc in Computer Science</th>
<th>MBA (Euro-Asia Business)</th>
<th>MSc in International Business Communications</th>
<th>MSc in Global Marketing Management</th>
<th>MSc in IT Systems</th>
<th>MSc in Enterprise Systems</th>
<th>MSc in Information Management</th>
<th>MSc in Business Process Management</th>
</tr>
</thead>
</table>

**Foundation Programme**

*For Full-Time Students Only* (4 Weeks)

- Preliminary module
  - MSc in Computing: Computing Skills
  - MBA (IT Sector): Management Skills

The Masters Foundation programme equips students with a whole new set of learning strategies and skills required to better handle the Postgraduate Programme. It will run prior to the commencement of the 1st semester of the Postgraduate programmes. The Masters Foundation Programme will offer the following modules: Continuing Professional Development, Study Skills & Research Methods.

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**SEMESTER 1** (18 Weeks)

<table>
<thead>
<tr>
<th>4 modules</th>
<th>4 modules</th>
<th>5 modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSc in Computing</td>
<td>3 modules</td>
<td>MSc in Computing</td>
</tr>
<tr>
<td>MBA / MBA (IT Sector)</td>
<td>Plus 1 Compulsory module</td>
<td>MBA (IT Sector)</td>
</tr>
<tr>
<td>(Personal Development and Research Methods)</td>
<td>4 Modules</td>
<td>Management Skills</td>
</tr>
</tbody>
</table>

**SEMESTER 2** (18 Weeks)

<table>
<thead>
<tr>
<th>3 modules</th>
<th>5 modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSc in Computing</td>
<td>3 modules</td>
</tr>
<tr>
<td>MBA / MBA (IT Sector)</td>
<td>Plus 1 Compulsory module</td>
</tr>
<tr>
<td>(Personal Development and Research Methods)</td>
<td>4 Modules</td>
</tr>
</tbody>
</table>

**SEMESTER 3** (16 Weeks)

<table>
<thead>
<tr>
<th>Dissertation</th>
<th>Dissertation OR 3 modules + Project Paper /Case Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA / MBA (IT Sector)</td>
<td>1 Compulsory module</td>
</tr>
<tr>
<td>(Business Research Methods)</td>
<td>Plus Dissertation</td>
</tr>
</tbody>
</table>

The Masters Degree Programmes are available in Full & Part-time modes.
UK MASTERS DEGREE PROGRAMMES

- MSc in Technology Management
- MSc in IT Management
- MSc in Mobile Computer Systems
- MSc in Software Engineering
- MSc in Computer Science
- MSc in Computing
- MBA - Master of Business Administration
- MBA (IT Sector)
Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.

The Faculty of Engineering, Computing & Technology

The Faculty has a long history in the UK, having started its first degree course in Computing Science in 1965. Since then, significant growth has been experienced such that it is now among the Top 20 largest teaching units for computing in the United Kingdom with more than 100 staff teaching computing.

The policy of the Faculty is to develop courses that are relevant to the needs of industry and commerce, leading to enhanced employability of Graduates - a policy that is reflected in the strategy of its overseas partners for designing industry related courses.

Staffordshire University staff visit overseas partners regularly for purposes of quality assurance. This includes monitoring, examining and advising on courses. University lecturers also deliver some of the Masters modules.

In addition, Staffordshire University validated courses run by overseas partners are subject to review by external examiners who are made up of distinguished senior members of staff from other UK universities. These courses have received high praise, for the relevance of content, the standards achieved and the way in which they are administered.

“Staffordshire’s teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK.”
- The Sunday Times, September 2009

Facts about Staffordshire University

- Staffordshire University’s strong focus on employability was underlined in the Sunday Times newspaper’s 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
- The University’s Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.
- Staffordshire’s Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.
- The University’s learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.

APU’s programmes are subject to extensive External Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards. In addition, our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.
Programme Structure

The structure of the Masters Programme is as follows:

<table>
<thead>
<tr>
<th>4 Weeks</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Programme + Masters Foundation Programme</td>
<td>Post Graduate Certificate (4 modules)</td>
<td>Post Graduate Diploma (3 modules + Personal Development and Research Methods)</td>
<td>Masters (Dissertation)</td>
</tr>
</tbody>
</table>

Dissertation

Guidance in research methods will be provided to enhance knowledge and understanding of research, data collection and reference methods. Project Supervisors will provide additional support to students in the course of the dissertation.

Credit Accumulation and Transfer Scheme (CATS)

If circumstances do not allow you to continue with the programme, you will be able to leave at any point and claim CATS points for the modules successfully completed. You may use these CATS points as entry for further study at a later date as and when required, or to gain entry into other programmes offered by Staffordshire University and other universities.

Accreditation of Prior Certification of Learning (APCL)

If you have certified passes in subjects from related programmes, you may request for exemptions against such modules. However such exemptions will only be granted if the learning outcome and syllabus content are compatible and are at an equivalent level. These exemptions are subject to the final discretion of Staffordshire University.

Staffordshire University Masters Awards

Masters Foundation Programme

The Masters Foundation Programme aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The Masters Foundation Programme offers the following modules:

- **Continuing Professional Development**
  The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking)

- **Study Skills**
  The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques

- **Research Methods**
  The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references

The modules on the Masters Foundation Programme is delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**
  1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (eg laboratory work, presentations, projects case studies, discussions etc)
This programme is geared towards graduates from technical programmes such as engineering and computer science who wish to master managerial skills that are relevant to their background. This programme also appeals to non-technical managers and executives who are increasingly required to manage technology and technical personnel as part of their managerial responsibilities. Graduates seeking senior management careers in high technology or technology intensive businesses are also encouraged to enrol in this programme.

On successful completion of this programme, you will be able to:

• Demonstrate professional competencies in one or more specialist branches of Technology Management
• Draw upon the body of theoretical and technical knowledge available and be able to use this to professional advantage
• Communicate effectively in technical and professional environments
• Show initiative and independence of thought in technical project planning and design
• Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge
• Illustrate how technology can support strategies to enhance corporate goals
• Critically analyse, design and evaluate possible developments in a specialised area of discipline in order to further the knowledge and understanding of a technology management environment

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations where possible, however the emphasis must be placed on an effective demonstration of how the application of computer-related technology can be part of the business environment. It is expected that the project would devise, recommend or implement innovative solutions to the problem areas.
MSc in IT Management

WHO SHOULD ATTEND

This programme is geared towards industry or business professionals who are seeking to develop their careers in the management of technological systems and/or their production for the benefit of organisations. Managers within organisations where information technology plays a vital role in the managerial functions and the efficient operation of the organisation will find this programme very useful.

THE BENEFITS OF THIS PROGRAMME

On successful completion of this programme, you will be able to:

• Demonstrate professional competencies in one or more specialist branches of IT Management
• Draw upon the body of theoretical and technical knowledge available and be able to use this to professional advantage
• Communicate effectively in technical and professional environments
• Show initiative and independence of thought in technical project planning and design
• Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge
• Demonstrate a critical awareness of the importance of IT in the development of systems
• Develop an appreciation of the management context within which software and IT systems are developed
• Critically analyse, design and evaluate possible developments in a specialised area of discipline in order to further the knowledge and understanding of an IT management environment

DISCUSSION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are relevant to your work and organisation or any substantial idea from the modules taken. The project should emphasise how an effective computer system is a key factor in enabling a business to gain a competitive and strategic edge. This would usually involve devising, recommending or implementing an innovative solution to a problem area.

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major dissertation.

There are 5 compulsory Core Modules and you will have to choose 2 electives from those listed.

Core Modules

• Electronic Commerce
• Integrated Systems Management
• Networks Systems and Technologies
• Quality and Project Management for Technology
• Strategic Planning and Systems Development

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 2)

• Database Technology
• Interaction Design
• Research Paper
• Software Engineering Support Environments
• Software Quality Engineering

* Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.
This programme provides a focus on mobile computer systems for students who already possess a first degree in computing. The focus is placed on technical and specialist issues of mobile computer systems. Students learn to develop concepts into small mobile computer systems. Students will study topics such as interaction design, networking, communications, design of mobile architecture, network infrastructures, standards and protocols, mobile programming tools and environments, and associated management issues. The award also aims to instill sound academic and professional skills required for lifelong learning and development.

The School of Postgraduate Studies has numerous research and business contacts who have contributed to the award’s development, and will continue to advise and contribute to the award delivery.

On successful completion of this programme, you will be able to:

• Develop mobile computing artefacts and systems, using state-of-the-art technologies;
• Deliver up-to-date subject contents that are relevant to current and future business demands, by maintaining close links and direct input from national and international industrial and commercial organisations;
• Develop further your technical competence, building on computing knowledge and skills acquired in your first degree, expanding into areas of mobile computing;
• Enhance your abilities in research, problem-solving and management;
• Apply knowledge and skills to solving mobile computer systems problems during your dissertation project;
• Acquire knowledge, skills, experience and confidence to pursue a successful career in academia or industry.

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are relevant to your work and organisation or any substantial idea from the modules taken.

The project should discuss detailed analysis of a particular topic in a mobile computer systems related field. It would be expected that a software prototype critical review of recent development in the field or a prognosis of future developments should be produced.
MSc in Software Engineering

**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- An opportunity for professional development at an advanced level within the area of software engineering
- Enhancement of skills and knowledge in specialist areas for practising IT professionals
- The ability to undertake large-scale IT software development projects
- The skills necessary to participate effectively in the design and implementation of software systems of high quality and reliability

**WHO SHOULD ATTEND**

This programme is geared towards practicing software engineers within industry who seek formal qualifications in software engineering. In addition, IT professionals and managers who wish to upgrade their technical software engineering knowledge and IT skills to post-graduate level will find this programme attractive.

**THE BENEFITS OF THIS PROGRAMME**

On successful completion of this programme, you will be able to:

- Undertake and effectively manage large-scale and complex software development projects
- Participate in the design and implementation of software systems of high quality and reliability
- Appreciate problems and suggest solutions associated with the development of software systems
- Contribute to the advancement and development of software engineering theories and practices
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge

**DISSERTATION**

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are directly relevant to your work and your organisation or any substantial idea from the modules taken.

The project emphasis should involve the derivation of criteria for the selection of software engineering processes, methods and tools. It would be expected that a software prototype, review of current practices or specifications should be produced.

**PROGRAMME MODULES & PROJECT / DISSERTATION**

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation.

There are 5 compulsory Core Modules and you will have to choose 2 electives from those listed.

**Core Modules**

- Interaction Design
- Object Oriented Software Systems Engineering
- Quality and Project Management for Technology
- Software Engineering Support Environments
- Software Quality Engineering

A Personal Development and Research Methods Module and a Dissertation.

**Optional Modules**

- Database Technology
- Integrated Systems Management
- Network Systems and Technologies
- Research Paper
- Strategic Planning and Systems Development

*Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*
MSc in Computer Science

**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- A broad understanding and knowledge of computing science, and an enhanced ability to apply this within industry or commerce
- In depth knowledge of state-of-the-art technologies and further develop the ability to apply them
- The ability to undertake large-scale IT solution projects
- The skills necessary to develop a systems view of business problems including analysis of problems, design and delivery of comprehensive technical solutions

**WHO SHOULD ATTEND**

This programme is geared towards IT professionals who wish to further develop their technical competence, building on computing knowledge and skills acquired in their first degree. In addition, IT professionals and managers who wish to upgrade their technical computer science knowledge and IT skills to postgraduate level will find this programme attractive.

**THE BENEFITS OF THIS PROGRAMME**

On successful completion of this programme, you will be able to:

- Develop academic qualities to relate, understand, apply and adapt fundamental Computer Science theory and principles and be able to present these in a professional format to a wide audience
- Research the problems associated with the development of computing systems and propose effective solutions
- Critically analyse, design and evaluate current developments in a specialized area of the Computer Science discipline in order to further the knowledge and understanding in the environment
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge

**DISSECTATION**

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are directly relevant to your work and your organisation or any substantial idea from the modules taken. The project emphasis should involve the use principled processes in problem solving to find and devise acceptable solutions that encompass people and computer systems.

**PROGRAMME MODULES & PROJECT / DISSERTATION**

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation. There is 1 compulsory Core Module and you will have to choose 7 electives from those listed.

**Core Modules**

A Personal Development and Research Methods Module and a Dissertation.

**Optional Modules***

(choose 7)

- Artificial Intelligent Systems
- Database Technology
- Electronic Commerce 1
- Interaction Design
- Internet Applications
- Knowledge Management
- Mobile Applications and Systems
- Mobile Computer Communications Systems
- Network Systems and Technologies
- Object Oriented Software Systems Engineering
- Research Paper
- Strategic Planning and Systems Development
- Survey Design and Statistical Data Analysis

*Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.
MSc in Computing

WHO SHOULD ATTEND
This course develops in depth knowledge of state of the art techniques within the context of industry or commerce. It addresses market demand for graduates with Information Technology skills appropriate for business and industry. The student population is drawn from non-Information Technology backgrounds and therefore students study and work with others from a wide range of backgrounds providing a rich learning environment. Advanced computing skills and IT knowledge are developed that result in a Masters graduate able to design and implement systems that support application requirements efficiently and effectively, while also bearing in mind business and strategic issues. The School of Postgraduate Studies has numerous research and business contacts who have contributed to the award’s development, and will continue to advise and contribute to award delivery.

THE BENEFITS OF THIS PROGRAMME
On successful completion of this programme, you will be able to:
- Produce quality computing professionals (from a diverse set of backgrounds), able to develop IT solutions and systems using state-of-the-art technologies;
- Focus on enhancing your overall qualities in aspects such as research, problem-solving and management through the development of your abilities and skills;
- Develop multiple competencies in computing and relevant application areas, allied to a broader intellectual sensibility inherited from your first degree;
- Work effectively in project teams, with sufficient knowledge, skills, experience and confidence to address business problems and deliver IT based solutions;
- Demonstrate the required knowledge, skills, experience and confidence to pursue a successful career in computing;
- Critically analyse and evaluate problems giving rise to computing solutions where applicable.

Dissertation
Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are directly relevant to your work and your organisation or any substantial idea from the modules taken.
The project emphasis should involve the derivation of criteria for the selection of software engineering processes, methods and tools. It would be expected that a software prototype, review of current practices or specifications should be produced.

PROGRAMME MODULES & PROJECT / DISSERTATION
The programme comprises 8 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation. There are 5 compulsory Core Modules and you will have to choose 3 electives from those listed.

Core Modules
- Computer Systems Architecture
- Computing Skills (Preliminary Module)
- Internet Applications
- Principles of Software Engineering
- Systems Analysis and Design

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*
(choose 3)
- Database Technology
- Electronic Commerce
- Interaction Design
- Mobile Applications and Systems
- Mobile Computer Communications Systems
- Network Systems and Technologies
- Object Oriented Software Systems Engineering
- Research Paper
- Strategic Planning and Systems Development

* Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.

STAFFORDSHIRE UNIVERSITY

FOR NON-COMPUTING GRADUATES ONLY

THE BENEFITS OF THIS PROGRAMME
- Non-computing graduates with a good coverage of practical and theoretical core areas of computing to develop IT solutions and systems, using state-of-the-art technologies at the postgraduate level
- The opportunity to enhance qualities in problem-solving and management and to develop a new career in computing and information technology
- The ability to specialise to address business problems and deliver IT based solutions

WHO SHOULD ATTEND

www.apu.edu.my
This MBA programme is designed to focus on enhancing and enriching management and critical decision making skills that managers need to function effectively in an organisation. The MBA graduates of this programme can position themselves for middle and senior level managerial positions in national and international organisations, aspire for upward mobility in their own organisations or take up challenging tasks in senior positions in the manufacturing and/or services sectors. The programme identifies the need for ‘soft skills’ at higher levels, including:

- management, interpersonal and commercial awareness/market knowledge;
- sales, marketing, and operations that are global-ready;
- finance and accounting skills;
- customer handling skills;
- team working, networking and problem solving.

On successful completion of this programme, you will be able to:

- Demonstrate a systematic understanding of knowledge of contemporary theory, professional practice and research into the main business functions;
- Contextualise, analyse and learn from experience or simulated environments taking a wide perspective upon contemporary developments and research in the field of business. Respond continuously to the challenges of changing technologies and opportunities of business drivers;
- Devise and apply valid research and investigative methods to access existing data and information, and also where necessary generate new data. Demonstrate an understanding of the position of chosen methodologies within major business research paradigms;
- Demonstrate a critical awareness and evaluation of current research, advanced scholarship, and contemporary problems; much of which is at, or informed by, the forefront of management education;
- Generate innovative and enterprising solutions and applications of knowledge which informs judgements, develops ideas and proposes business solutions taking into account the needs of stakeholders and the changing and possible competing business drivers;
- Act autonomously in planning and implementing action through the negotiation of outcomes and deadlines within frameworks. Identify tasks, organise resources and make effective use of management skills including the ability to respond to and manage change.

Coaching and mentoring in research methods, through the Business Research Methods module, in addition to close supervision, encourages you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry based projects/dissertations where possible; however the emphasis must be placed on effective research methodologies and strategies that are appropriate to the field of business. It is expected that the project develops critical skills to assess and evaluate current issues within the areas of marketing; finance; operations; global strategy and management. The dissertation should comprise a business report which looks at a particular issue, focusing upon establishing and interpreting a set of facts and recommending implementable solutions. It should also include a business plan with strategic analysis, feasibility study and implementation plan.
MBA (IT Sector)

In our current highly competitive talent market, where skills are no longer the main commodity, more and more workers are finding it a necessity to have an MBA. Our MBA (IT Sector) programme will provide candidates with opportunities to improve and balance their broad-based management skills and enhance their chosen areas of expertise.

• An opportunity to develop knowledge and skills as a business manager in the IT sector
• A platform to improve effectiveness in any present and future management roles
• Developing capabilities in integration of knowledge, skills and personal qualities, which are applied appropriately in response to various circumstances

WHO SHOULD ATTEND

The programme is designed for professionals in all IT Sectors, whether as a manager or intending to manage in the IT Sector. The IT Sector covers a wide range of companies including vendors, software developers, hardware manufacturers, IT consultants and IT services, such as internet/web design, operational services as well as traditional user support. Applicants may see their current role evolving from technology support to business applications with more responsibility for business planning/strategy.

The programme identifies the need for ‘soft skills’ at higher levels, including:
• management, interpersonal and commercial awareness/market knowledge;
• sales and marketing (particularly amongst programmers, internet professionals and database staff);
• finance and accounting skills;
• customer handling skills;
• team working and networking and problem solving

THE BENEFITS OF THIS PROGRAMME

On successful completion of this programme, you will be able to:
• Demonstrate an ability to understand and critically evaluate the main business functions of Human Resource Management, Accounting and Finance, Marketing and Operations Management and Strategy, within the context of the environment within which business operates.
• Objectively analyse and synthesise integrative responses to complex problems, issues, research outcomes and opportunities within business organizations.
• Generate innovative and enterprising solutions and applications of knowledge which informs judgements, develops ideas and proposes business solutions.
• Act autonomously in planning and implementing action through the negotiation of outcomes and deadlines
• Identify tasks, organise resources and make effective use of management skills including the ability to respond to and manage change.
• Work effectively with others, accepting responsibility in a variety of roles.
• Contextualise and analyse contemporary developments and research in the field of business, generating new data where necessary.

DISSERATION

Training in research methods, through the Business Research Methods module, in addition to close supervision, encourages you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry based projects/dissertations where possible; however the emphasis must be placed on effective research methodologies and strategies that are appropriate to the field of business. It is expected that the project develops critical skills to assess and evaluate current issues within the areas of marketing; finance; operations and information technology and management. The dissertation should comprise a business report which looks at a particular issue, focusing upon establishing and interpreting a set of facts and recommending implementable solutions. It should also include a business plan with strategic analysis, feasibility study and implementation plan.
• MBA (Euro-Asia Business)
• MSc in International Business Communications
• MSc in Global Marketing Management
Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.

The Faculty of Engineering, Computing & Technology
The Faculty has a long history in the UK, having started its first degree course in Computing Science in 1965. Since then, significant growth has been experienced such that it is now among the Top 20 largest teaching units for computing in the United Kingdom with more than 100 staff teaching computing.

The policy of the Faculty is to develop courses that are relevant to the needs of industry and commerce, leading to enhanced employability of Graduates - a policy that is reflected in the strategy of its overseas partners for designing industry related courses.

Staffordshire University staff visit overseas partners regularly for purposes of quality assurance. This includes monitoring, examining and advising on courses. University lecturers also deliver some of the Masters modules.

In addition, Staffordshire University validated courses run by overseas partners are subject to review by external examiners who are made up of distinguished senior members of staff from other UK universities. These courses have received high praise, for the relevance of content, the standards achieved and the way in which they are administered.

“Staffordshire’s teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK.”
- The Sunday Times, September 2009

Facts about Staffordshire University
• Staffordshire University’s strong focus on employability was underlined in the Sunday Times newspaper’s 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
• One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
• The University’s Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.
• Staffordshire’s Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.
• The University’s learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.
• APU’s programmes are subjected to extensively External Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.

In addition, our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.
Programme Structure

The APU & SU Dual Masters programme offers students a unique opportunity to achieve a Masters degree which will be ideally placed to assist them in their career development or as a stepping stone into further postgraduate research and into academia. The programmes offered on the APU & SU Dual Masters programme, allows students to choose their preferred route at the Masters stage of their studies in semester 3.

Option 1: Dissertation Route
This route is suitable for students who wish to extend their research capabilities in the fulfilment of their ambition to progress into academia. The dissertation forms one third of the Masters degree ensuring that students are able to demonstrate the skills required for further study or for academia.

Option 2: Project Paper/Case Study Route
In this route students are able to combine current work experience and knowledge to develop a smaller work based project or case study (equivalent to 2 modules), in addition students will be required to study 3 additional modules. This route will enable students to showcase their ability to perform detailed research and reviews within the working environment, skills which may then assist in promotion at work. The structure of the Masters Programme is as follows:

Staffordshire University Masters Awards
Masters Foundation Programme

The Masters Foundation Programme aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The Masters Foundation Programme offers the following modules:

- **Continuing Professional Development**
  The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking)

- **Study Skills**
  The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques

- **Research Methods**
  The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references

The modules on the Masters Foundation Programme is delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**
  1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (eg laboratory work, presentations, projects case studies, discussions etc)
This programme is designed to enhance the professional knowledge and management skills of key managers, senior executives, executives, entrepreneurs and other professionals who would like to gain new perspectives in complex business scenarios in an Asian European context. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in a career in business. The Master of Business Administration (Euro-Asia Business) program enables professionals to enhance their business knowledge, improve their management skills and strategic decision-making abilities in conducting business in Europe and Asia.

**WHO SHOULD ATTEND**

This programme is designed to enhance the professional knowledge and management skills of key managers, senior executives, executives, entrepreneurs and other professionals who would like to gain new perspectives in complex business scenarios in an Asian European context. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in a career in business. The Master of Business Administration (Euro-Asia Business) program enables professionals to enhance their business knowledge, improve their management skills and strategic decision-making abilities in conducting business in Europe and Asia.

**THE BENEFITS OF THIS PROGRAMME**

- Evaluate complex business scenarios in an Asian European context and develop new applications, insights and strategies for business
- Demonstrate the personal and interpersonal competencies and knowledge which are necessary to manage businesses in the vastly differing and complex cultures of Europe and Asia
- Interact effectively and responsibly with individuals and organisations in this context
- Research information considering social responsibilities and related ethics
- Develop the ability to conduct an interdisciplinary analysis of business and political-economic issues in the Euro-Asian region
- Behave in an appropriately professional manner in various situations and culture
- Identify leadership requirements in differing situations and demonstrate appropriate leadership capabilities
- Equipped with a comprehensive understanding of the different approaches to conducting Business in Europe and Asia

**DISserTATION**

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You will be expected to conduct effective research in relation to business in Euro Asia for both academic and industry purposes. Either route will require you to plan and conduct effective academic research in relation to the conduct of substantial and substantive individual research and analysis in relation to an aspect of Euro Asia Business leading to a significant dissertation or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of Euro Asia Business.

**PROGRAMME MODULES & PROJECT / DISSERTATION**

The modules are designed to equip students with the knowledge, skills, techniques, and personal qualities to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to conducting Business in Europe and Asia.

**Core Modules**
- Statistics and Decision Making
- Doing Business in Europe and Asia
- Euro Asian Financial Management
- Euro-Asian Business Strategy
- Euro Asia Global Business and Trends
- Managing Creativity and Innovation
- Managerial Accounting
- Managing Organisations
- Marketing and Sustainability in the Age of Globalisation
- Research Methodology

**Dissertation or Modules**
- Dissertation
- OR
- Business Ethics and Corporate Responsibility
- Entrepreneurship in Euro Asia
- Foreign Language
- Project Paper/Case Study
This programme is ideal for executives, managers and professionals who wish to become effective communication managers in today's complex global environment. Our programme provides students with the opportunity to study various aspects of business and corporate communication knowledge, theories, techniques, media technologies and skills. Career paths for MIBC graduates include corporate communications, marketing communications, management consulting, public relations and advertising in international business environments.

On successful completion of this programme, you will be able to:

- Develop skills to be employed in an advisory or practical managerial capacity in international communications
- Manage business and corporate communication in multinational business environments.
- Demonstrate the personal and interpersonal competencies and knowledge are necessary to manage communications in differing & complex cultures
- Interact effectively & responsibly with individuals and organisations in this context
- Demonstrate ethical behaviour through appropriate communication in an international environment.
- Build perceptiveness, transparency and capability to communicate in an unfamiliar cultural context
- Develop the ability to conduct an interdisciplinary analysis of business communications in an international environment
- Demonstrate creative and innovative approaches to solving communications problems and the development of new approaches to effective business communications

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You will be expected to conduct effective research in relation to international business communications for both academic and industry purposes. Either route will require you to plan and conduct effective academic research in relation to the conduct of substantial and substantive individual research and analysis in relation to an aspect of International Business leading to a significant dissertation or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of International Business Communications.

The modules are designed to equip students with the knowledge, skills, techniques, and personal qualities to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to communicating in an international business context. The modules equip existing professionals with highly developed capabilities in relation to innovation, integration of ideas and concepts in business communications.

**Core Modules**
- Communication Theory and Practice
- Business Communication Research and Audit
- Intercultural Communication in Business
- Integrated Marketing Communications
- Planning Business Communications Campaigns
- Marketing and Sustainability in the Age of Globalisation
- New Media Industries and Technologies
- International Business Communications and Competencies
- Research Methodology
- Technology, Culture and People: A Global Perspective

**Dissertation or Modules**
- Dissertation
- OR
- Business Ethics & Corporate Responsibility
- Foreign Language
- Strategies in Emerging Markets
- Project Paper/Case Study
The Master of Science in Global Marketing Management has been designed to equip key managers, senior executives, executives, entrepreneurs and other professionals for a career in global marketing by developing the critical knowledge and competencies in the identification, evaluation and solution of problems encountered in global marketing and the development of global marketing strategies. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in developing a comprehensive understanding of concepts and current theories in the management of global businesses.

WHO SHOULD ATTEND

The Master of Science in Global Marketing Management has been designed to equip key managers, senior executives, executives, entrepreneurs and other professionals for a career in global marketing by developing the critical knowledge and competencies in the identification, evaluation and solution of problems encountered in global marketing and the development of global marketing strategies. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in developing a comprehensive understanding of concepts and current theories in the management of global businesses.

THE BENEFITS OF THIS PROGRAMME

On successful completion of the programme, you will be able to:

- Assess the relevance of national and international trends and issues in cross border marketing.
- Evaluate the importance of creating, developing and maintaining a competitive advantage in a global context.
- Critically evaluate the range of advanced skills required to design and implement a global marketing plan.
- Develop skills to be employed in an advisory or practical managerial capacity in marketing management.
- Manage marketing and corporate communication in global marketing environments.
- Possess the personal, interpersonal, cultural awareness and critical skills to be able to work in Marketing Management.
- Integrate knowledge and to handle complex marketing information.
- Evaluate complex marketing scenarios and develop new applications, insights and strategies for global marketing.
- Develop a comprehensive understanding of the complexity global marketing.
- Design and implement a global marketing plan.

DISSERTATION

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You will be expected to conduct effective research in relation to business in Global Marketing for both academic and industry purposes. Either route will require you to plan and conduct effective academic research to critically evaluate and select global market entry strategies leading to a significant dissertation or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of Global Marketing Management.

PROGRAMME MODULES & PROJECT / DISSERTATION

The modules are designed to provide the knowledge and skills that managers need in order to attract customers globally. It is specially designed to meet the needs and trends of the global marketplace in an international and multicultural setting. Students learn the importance of defining the scope of 21st century marketing, developing and executing effective marketing strategies, adapting to rapidly changing technologies; building customer satisfaction and retention, and facilitating communications successfully.

Core Modules

- Statistics and Decision Making
- Strategic Marketing Management
- Euro Asia Global Business and Trends
- Global Marketing Management
- Integrated Marketing Communications
- Managing Creativity and Innovation
- Marketing and Sustainability in the Age of Globalisation
- New Product Development and Innovation
- Research Methodology
- Services Marketing

Dissertation or Modules

- Dissertation
- OR
- Business Ethics & Corporate Responsibility
- Entrepreneurship in Euro Asia
- Strategies in Emerging Markets
- Project Paper/Case Study
• MSc in IT Systems
• MSc in Enterprise Systems
• MSc in Information Management
• MSc in Business Process Management
Queensland University of Technology (QUT) has a rich history dating back to 1849. Through a series of amalgamations, QUT emerged in its current form in 1989. The Queensland University of Technology Act was passed in 1988, following approval of University status for the Queensland Institute of Technology. QUT has become a global education leader renowned for its internationally focused courses, groundbreaking research and strong links with industry.

QUT is known as a university for the real world, with courses that are in high demand and our graduate employment rate is well above the national average for Australian universities. QUT is also one of Australia’s leading universities for end-user inspired research. The key aim of QUT is to produce job-ready graduates with the skills and abilities to work anywhere in the world. Our commitment to this outcome is demonstrated by a strong presence in key international rankings and ratings.

QUT pioneered the establishment of a dedicated Information Technology Faculty. It established degrees in Data Communications and Information Management as well as traditional Information Systems and Computer Science. Our information security research is internationally recognised as a centre of excellence. The development of links with industry leaders such as Microsoft and SAP provide doctoral students opportunities to engage in leading edge research in many organisations. In several areas it is a recognised world leader and its PhD students, year after year, win awards for best thesis and best paper.

QUT collaborates with universities throughout the world in research and although it remains a campus-based teaching university it provides teaching engagement with prestigious international colleges. Each year QUT gathers greater prestige as it continues to innovate its programmes and evolve as an organisation to maintain its vigorous alignment as a university for the real world.

Queensland University of Technology
Brisbane Australia

Facts about Queensland University of Technology (QUT)

QUT’s strong links with business and industry ensure our degrees respond to changing employer demands and reinforce our reputation as a university for the real world.

• QUT is the only university in Queensland to be awarded 5 Stars for ‘Getting a job’ in the 2011 Good Universities Guide.
• QUT has a ranking of world standard or above in more than three quarters of its research assessed under the Australian government’s Excellence in Research for Australia assessment framework.
• QUT has long-standing links with a number of leading international public and private sector organisations including Boeing, Microsoft, Oracle, The World Bank and the World Health Organisation.
• QUT won more teaching awards than any other individual Australian university in the 2010 round of the prestigious Australian Awards for University Teaching.
• QUT is the first business school in Australia to secure the prestigious ‘triple crown’ of international accreditation – US-based AACSB International, European-based EQUIS and UK-based Association of MBAs (AMBA). QUT’s Faculty of Business is a member of a select group of business schools globally to be granted all three leading international accreditation symbols of excellence.
• QUT has Brisbane’s only two full service inner-city campuses.
• QUT is a member of the Australian Technology Network (ATN) of universities, an influential alliance of prominent Australian universities focused on building strategic partnerships and undertaking solutions-based research. See http://www.atn.edu.au/
• QUT has more than 40,000 students; nearly 6,800 of these are international students from over 100 countries.
• QUT is ranked in the top 250 universities in the 2009 Times Higher Education Supplement-QS World University Rankings with its Engineering and IT disciplines ranked 104th and Life Sciences 158th.

In 2008 and 2009 QUT won more awards for teaching excellence than any other Australian university at the Australian Learning and Teaching Council awards, the nation’s top higher education teaching benchmark.

QUT has more than 40000 students, including approximately 6800 international students from around 90 countries. QUT has a global focus for its research and teaching. Our Faculty and researchers come from around the world and QUT has formed partnerships with leading international corporations and more than 70 universities in Europe, North America and Asia.
Programme Structure

The APU Masters programme offers students a unique opportunity to achieve a Masters degree which will be ideally placed to assist them in their career development or as a stepping stone into further postgraduate research and into academia. The programmes offered on the APU IT Masters programme, allows students to choose their preferred route at the Masters stage of their studies in semester 3.

Option 1: Dissertation Route
This route is suitable for students who wish to extend their research capabilities in the fulfilment of their ambition to progress into academia. The dissertation forms one third of the Masters degree ensuring that students are able to demonstrate the skills required for further study or for academia.

Option 2: Project Paper/Case Study Route
In this route students are able to combine current work experience and knowledge to develop a smaller work based project or case study (equivalent to 2 modules), in addition students will be required to study 3 additional modules. This route will enable students to showcase their ability to perform detailed research and reviews within the working environment, skills which may then assist in promotion at work. The structure of the Masters Programme is as follows:

<table>
<thead>
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<th>4 Weeks</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
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</thead>
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<tr>
<td>Orientation Programme + Masters Foundation Programme</td>
<td>5 modules</td>
<td>4 modules + Research Methods &amp; Literature Review module</td>
<td>Masters (Dissertation) OR (3 modules + Project Paper/Case Study)</td>
</tr>
</tbody>
</table>

APU Masters Award

Masters Degree
The Masters Foundation Programme aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The Masters Foundation Programme offers the following modules:

- **Continuing Professional Development**
  The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking)

- **Study Skills**
  The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques

- **Research Methods**
  The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references

The modules on the Masters Foundation Programme is delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**
  1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (eg laboratory work, presentations, projects case studies, discussions etc)
The modules are selected to provide the breadth and depth of IT expertise and knowledge required of an IT professional to effectively manage an IT functional unit. Here there is thorough evaluation of relevant technical skills for an IT Manager and the ability to apply these skills with strong critical thinking and analysis into the work environment. Students will not only enhance their technical capabilities, but will be developed to consider how to innovate, generate and manage the creation of new technologies and IT systems. The significant aspect is the demonstration of higher level critical thinking, reflection, analysis and application in the modules. In all modules, important and relevant skills for independent learning, interpersonal skills, communication skills and professionalism are developed.

Core Modules
- Business Process Management
- Database Design
- Enterprise Data Mining
- Information Management
- Information Security Fundamentals
- Internationalisation of Software
- IT Project Management
- Network Planning and Deployment
- Research Methods & Literature Review
- Web Development

Dissertation or Modules
- Dissertation
- Advanced Network Management
- Advanced Web Applications Development
- Information Systems Consulting
- Project Paper/Case Study

THE BENEFITS OF THIS PROGRAMME

On successful completion of this programme, you will be able to:

- Demonstrate a coherent and advanced understanding of the concepts, principles and theories (including quantitative concepts) that explicate the structure and operation of IT systems, to enable innovative solutions to be identified for previously unseen types of problem.
- Develop and evaluate innovative, imaginative and interactive computing-based solutions to previously unseen types of problem; integrating people, technology and resources.
- Critically appraise the need for and management of continuing professional development and lifelong learning; and critically reflect on that learning and development.
- Plan and conduct a research project in a professional and ethical manner.
- Manage, plan and control in complex and unpredictable contexts, the processes and stages involved in innovating computing-based solutions to problems.

DISSERTATION

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You are encouraged to complete industry-based dissertations or project papers that are relevant to your work and organisation or any substantial idea from the modules taken. Either route will require you to utilise appropriate methods to acquire and interpret information & evidence that will enable an in depth understanding of complex, dynamic and unfamiliar issues in order to extend knowledge of IT Systems.
The modules are selected to develop the knowledge and equip non-IT professionals with the IT skills required in the industry today and to develop a new career in computing and information technology. The modules allow a non-IT graduate to appreciate and apply the IT knowledge gained in order to develop IT solutions and systems, using state-of-the-art technologies. Students will not only develop their technical capabilities, but will also learn how to innovate, generate and manage the creation of new technologies and IT systems. The significant aspect is the demonstration of higher level critical thinking, reflection, analysis and application in the modules. In all modules, important and relevant skills for independent learning, interpersonal skills, communication skills and professionalism are developed.

Core Modules
- Business Process Management
- Database Design
- Database Systems
- Enterprise Software Architecture
- Enterprise Systems Applications
- Information Security Fundamentals
- Information Technology Management
- Networks and Systems
- Problem Solving and Programming
- Research Methods & Literature Review

Dissertation or Modules
- Dissertation
- OR
- Corporate Systems
- Enterprise Data Mining
- Network Planning and Deployment
- Project Paper/Case Study

THE BENEFITS OF THIS PROGRAMME
On successful completion of this programme, you will be able to:

- Demonstrate a coherent and advanced understanding of the concepts, principles and theories (including quantitative concepts) that explicate the structure and operation of enterprise wide solutions to enhance organisational efficiency and effectiveness.
- Develop and evaluate innovative, imaginative and interactive enterprise solutions to previously unseen types of problem; assimilating technology within the business environment.
- Develop, through practical experience, in a multi-cultural environment, the knowledge, social skills and confidence to pursue a successful career in relation to the management of enterprise systems.
- Document and communicate effectively within academic, technical and professional environments using appropriate technology and techniques, complex information, ideas and discussion concerning the solution outcomes, solution development processes, results of research, investigation and rationale justification.
- Manage, plan and control in complex and unpredictable contexts, the processes and stages involved in innovating solutions to problems.
- Critically appraise the role of technology-based solutions and systems within organisations; and the entrepreneurial opportunities that this provides.

DISSEPTION
Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You are encouraged to complete industry-based dissertations or project papers that are relevant to your work and organisation or any substantial idea from the modules taken. Either route will require you to utilise appropriate methods to acquire and interpret information & evidence that will enable an in depth understanding of complex, dynamic and unfamiliar issues in order to extend knowledge of Enterprise Systems.

PROGRAMME MODULES & PROJECT / DISSERTATION

The modules are selected to develop the knowledge and equip non-IT professionals with the IT skills required in the industry today and to develop a new career in computing and information technology. The modules allow a non-IT graduate to appreciate and apply the IT knowledge gained in order to develop IT solutions and systems, using state-of-the-art technologies. Students will not only develop their technical capabilities, but will also learn how to innovate, generate and manage the creation of new technologies and IT systems. The significant aspect is the demonstration of higher level critical thinking, reflection, analysis and application in the modules. In all modules, important and relevant skills for independent learning, interpersonal skills, communication skills and professionalism are developed.

Core Modules
- Business Process Management
- Database Design
- Database Systems
- Enterprise Software Architecture
- Enterprise Systems Applications
- Information Security Fundamentals
- Information Technology Management
- Networks and Systems
- Problem Solving and Programming
- Research Methods & Literature Review

Dissertation or Modules
- Dissertation
- OR
- Corporate Systems
- Enterprise Data Mining
- Network Planning and Deployment
- Project Paper/Case Study
The modules are selected to develop the knowledge of professionals of the issues and current practices in the management of information. Information being an integral part of an organisation requires careful consideration to the management, storage, security, interpretation and dissemination of information. The modules allow a professional to appreciate and apply the knowledge gained in order to develop and maintain effective information management systems in organisations. Students will not only develop their technical capabilities to manage information, but will also learn how to innovate, generate and manage the creation of new information management technologies and systems. The significant aspect is the demonstration of higher level critical thinking, reflection, analysis and application in the modules. In all modules, important and relevant skills for independent learning, interpersonal skills, communication skills and professionalism are developed.

**Core Modules**
- Database Systems
- Digital Library Systems
- Enterprise Data Mining
- Information Management
- Information Organisation
- Information Resources
- Information Services
- Management Issues for Info Professionals
- Research Methods & Literature Review
- Web Development

**Dissertation or Modules**
- Dissertation
  OR
- Information Literacy Education
- Knowledge Management
- Web Content Reliability
- Project Paper/Case Study
The modules are selected to develop the knowledge of business professionals of the issues and current practices in the management of business processes. Processes are an integral part of an organisation in order to ensure smooth and consistent application of business practices. Thus, it requires careful consideration of the management, implementation, interpretation and dissemination of business processes in an organisation. The modules allow a professional to appreciate and apply the knowledge gained in order to develop and maintain efficient business processes in organisations. Students will not only develop their capabilities to manage business processes, but will also learn how to innovate, generate and manage the creation of new information management technologies and systems. The significant aspect is the demonstration of higher level critical thinking, reflection, analysis and application in the modules. In all modules, important and relevant skills for independent learning, interpersonal skills, communication skills and professionalism are developed.

### Core Modules
- Business Analysis
- Business Process Management
- Corporate Systems
- Database Systems
- Enterprise Systems Applications
- Information Management
- Information Systems Consulting
- Information Systems Development
- Management Issues for Info Professionals
- Research Methods & Literature Review

### Dissertations or Modules
- Dissertation
- OR
- Information Technology Management
- Project Management Practice
- Socio Technical Systems
- Project Paper/CASE Study

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**The Benefits of This Programme**

On successful completion of this programme, you will be able to:

- Demonstrate a coherent and advanced understanding of the concepts, principles and theories (including quantitative concepts) in the management of business processes.
- Analyse issues and current practices in the management of business processes, to enable innovative solutions to be identified for previously unseen types of business problem.
- Critically appraise the methods and techniques available to manage, implement, interpret and disseminate business processes in an organisation.
- Develop, evaluate and maintain innovative business processes in organisations to previously unseen types of problem; integrating people, technology and resources.
- Develop, through practical experience, in a multi-cultural environment, the knowledge, social skills and confidence to pursue a successful career in relation to business process management.
- Manage, plan and control in complex and unpredictable contexts, the processes and stages involved in developing and maintaining efficient business processes in organisations.
- Critically appraise the role of business processes within organisations; and the entrepreneurial opportunities that this provides.

**Dissertation**

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You are encouraged to complete industry-based dissertations or project papers that are relevant to your work and organisation or any substantial idea from the modules taken. Either route will require you to utilise appropriate methods to acquire and interpret information & evidence that will enable an in depth understanding of complex, dynamic and unfamiliar issues in order to extend knowledge of business processes in an organisation.
PhD

DOCTOR OF
PHILOSOPHY

• Doctor of Philosophy (Computing)
• Doctor of Philosophy (Technology)
• Doctor of Philosophy (Business)
• Doctor of Philosophy (Management)
• Doctor of Philosophy (Finance)
Why Our APU PhD By Research Programme?

• You will be assigned to a group of highly qualified supervisors.
• Wide range of latest research areas in the fields of computing and business administration areas.
• We have our regular research workshops, colloquium and seminars facilitated by local and international academicians and professionals.
• Our Student Support Centre is comprehensive - reach our Counsellors, Deans, Lecturers and other supporting staff at anytime.
• Resourceful online databases

Programme Structure

- Full Time [3 - 5 Years]
- Part Time [5 - 7 Years]

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<td>Developmental</td>
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<td>Write-up and Viva</td>
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PhD Areas Investigated

To aid candidates in the transition to independent research and help them acquire certain basic skills, they will be guided in the investigation of certain research related topics during their first year of study as directed by their supervisors and the research directorate.

Research Methods

Investigation of this area will help candidates to conduct academic research. This provides the essential and fundamental skills including the development of research proposal, literature review, the appropriate citation, the distinctions between the various types of approach to research and research methodologies to obtain the required findings.

Literature Review

This module will help to ensure candidates are aware of where to get academic sources from, and to prepare a critical review of the literature in relation to the research domain that they are embarking on. Presentation of the main concepts and threads, ideas, and how they are interrelated with one another and the research module will also be considered.
Qualitative and Quantitative Analysis

Study of this module are designed to support candidates in identifying the most appropriate methods to obtain their respective data whether from primary sources (questionnaire, observation survey, interviews and others) or by employing advanced statistical methods using secondary data from authoritative sources (the central banks, statistical department, government agencies and other authoritative sources).

Candidates will also be exposed to alternative methods of data analysis such as non-parametric statistical procedures and parametric statistical methods to ensure that they use the most appropriate approach in their research.

Design of Research Proposal

Writing a full research proposal can be a daunting task. Here, candidates will be guided in the development of their PhD proposal to ensure that the research aims and objectives are feasible and appropriate to ensure that the thesis is delivered within the appropriate timeframe, by developing a suitable research framework.

### Minimum Entry Requirement

- Master Degree preferably with experience in the related field accepted by the university's graduate admission committee.
- Equivalent level of studies from a recognised tertiary institution may also be considered for admission.
- Prospective students with research proficiency and able to show publications in referred journals, conference abstracts will have an added advantage.
- Sound English Language skills are required and the necessary level of competency of English is defined as one of the following:
  - TOEFL score of 575
  - IELTS 6.5
  - Equivalent score of any of the above obtained at undergraduate level at a recognised university
Subject to the expertise within the School of Computing, Engineering and Technology, the areas of research include, but are not limited to the following:

- Software Engineering
- Mobile Computing
- Computer Security and Forensics
- Intelligent Systems
- Computer Networks
- Information Retrieval
- Multimedia Systems
- Database Systems

Subject to the expertise within the School of Business and Management, the areas of research include, but are not limited to the following:

- Interdisciplinary / Multidisciplinary Technology
- Technology in Education
- Technology Management
- Technology Quality and Impact Measures
- Innovation and Technological Change
- Technology Strategies and Infrastructure
- Virtual Technologies Applications
- Technology and Social Behaviour
- Ethical, Legal and Policy Aspects of New Technologies
- Applications of Technology in Industries
- Technology Trends and Issues
- Technology Design, Development and Transfer
- Security Issues in New Technologies
- Digital Divide from Technology Perspective
- Interactive Technologies
- Technology use in Global Perspectives
Subject to the expertise within the School of Business and Management, the areas of research include, but are not limited to the following:

- Banking Management
- Business & Management
- Economics
- Entrepreneurship
- Hospitality Management
- International Business
- Islamic Insurance
- Knowledge Management
- Micro Credits
- Small Business & New Venture
- Strategic Human Resource
- Corporate Finance and Investment
- Mergers and Acquisitions
- Islamic Finance and Banking
- Corporate Finance
- Actuarial Science
- Small Business Finance
- Monetary and Banking
- Finance and Macroeconomic Issues
- International Trade
- Policy Analysis
Academic Research

For our staff, learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our academic staff publish papers and present them at conferences worldwide. Some of the areas of research include:

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Detecting Pornographic Images
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation
World Class Facilities
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

Industry Excellence Awards 2011
2011 - Winner of Prime Minister’s Industry Excellence Award
2011 - Winner of Export Excellence Award (Services)

NAPEI Awards
(National Association of Private Education Institutions, Malaysia)
2011 - Award for Educational Excellence
2009 - Award for Educational Excellence
2004 - Award for Educational Excellence

Asia Pacific ICT Awards (APICTA) Malaysia
(Multimedia Development Corporation)
2011 - Winner of “Special Jury Award”
2011 - Top Award for “Best of Tertiary Student Project”
2011 - 2 Merit Awards for “Best of Tertiary Student Project”
2010 - Top Award for “Best of Tertiary Student Project”
2009 - Top Award for “Best of e-Induction & e-Community”
2006 - Top Award for “Best of Applications & Infrastructure Tools”
2004 - Top Award for “Best of Education & Training”
2004 - Top Award for “Best of Applications & Infrastructure Tools”
2003 - Merit Award for “Best of Research & Development”
2002 - Merit Award for “Best of Smart Learning Applications”
2001 - Merit Award for “Best of Smart Learning Applications”
2000 - Merit Award for “Best of Smart Learning Applications”
1999 - Top Award for “Best of Student Project”

International Asia Pacific ICT Awards (APICTA)
2011 - Merit Award for “Best of Tertiary Student Project”
2010 - Merit Award for “Best of Tertiary Student Project”
2004 - Merit Award for “Best of Education & Training”

Asian Innovation Awards
(Far Eastern Economic Review, Singapore)
2004 - Only Malaysian Finalist

Prime Minister’s Golden Hands Award
(Ministry of Works, Malaysia)
2004 - Top Award in Network and PC Maintenance category
2003 - 3rd Prize Award for “System Government Elections Software”
2002 - Silver Award for “Business Edutainment Access Medium”
2001 - Gold Award for “Universal Wireless Charging” solution
2000 - Judges Award for “Security Transmitter & Detector” device
1999 - 3rd position in 2000 among top 50 Malaysian organisations

Enterprise 50 Award (Accenture & SMI Devt Corp)

Asian Student .NET Awards (Microsoft Inc.)
2003 - 3rd Prize Award for “Automobile Manufacture Service” software application
2003 - Top Prize Award for “n-Mail” software application

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)
2002 - Top 3 winner worldwide for a Java-based e-mail client application for Nokia devices using J2ME

The BrandLaureate – SMEs Best Brands Awards
2012 - Winner of Corporate Branding Award in Education

Microsoft Imagine Cup (Microsoft Inc.)
2012 - Champion of Microsoft Imagine Cup (Malaysia)
2012 - MDGc Special Innovation Award
2012 - Consolation Prize
2011 - Champion of Microsoft Imagine Cup (Malaysia)
2011 - 1st Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - 2nd Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - MDGc Special Innovation Award
2011 - Presentation Superstars Award
2010 - Champion of Microsoft Imagine Cup (Malaysia)
2010 - Top 6 finalists at World Championship in Poland
2010 - Top Award for “Best Presentation Team”
2010 - Top Award for “Best Implementation of Multipoint”
2004 - 3rd Prize Award for “System Government Elections Software”

DEBATE COMPETITION 2011
(Ministry of Higher Education Malaysia)
2011 - Champion of Private Universities Debate Competition 2011

1Malaysia Innovation Tournament (1MIT) 2010
2010 - Winner for “Best Animated Award”
2010 - Winner for “Most Scariest Video Award”

Hack In The Box (HITB) International Competition 2010
2010 - 2nd Prize for “Weapon of Mass Destruction”

Malaysia Frost & Sullivan Technology Innovation Award 2010
(Won by UCTI Graduates)
2010 - Award for “Enterprising Human Computer Interface Technologies”

World University Debates Championship 2010
2010 - Runner-up in the Grand Final

Stanford University’s Global Innovation Innovation Tournament 2009
2009 - Winner of Global Innovation Tournament Global Challenge

Ministry of Higher Education Malaysia Awards
2008 - Top Award for “Best Website Design”
2006 - Merit prize for Business Plan Category
2005 - Grand prize for Business Idea Category

Asian Innovation Awards
2004 - Judging Award for “Universal Wireless Charging” solution

Prime Minister’s Golden Hands Award
(Ministry of Works, Malaysia)
2004 - Top Award in Network and PC Maintenance category
2003 - First Prize for “Software Program Design and Development”
2002 - First Prize for “Software Program Design and Development”
2001 - First Prize for “Software Program Design and Development”
2000 - First Prize for “Software Program Design and Development”
1999 - Merit Award for “Business Idea Category”

Ministry of Education Excellence Awards
(Ministry of Education, Malaysia)
2003 - Award of Excellence in Research & Development
2003 - Award of Excellence for Development of Overseas Centres

Enterprise 50 Award (Accenture & SMI Devt Corp)

Asia Student .NET Awards (Microsoft Inc.)
2003 - 3rd Prize Award for “Automobile Manufacture Service” software application
2003 - Top Prize Award for “n-Mail” software application

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)
2002 - Top 3 winner worldwide for a Java-based e-mail client application for Nokia devices using J2ME

MSC Malaysia Creative Industry Awards 2009
(Games Category - Student)
2009 - Award for “Best Game Design”
2008 - Award for “Best Technical”

Malaysia Cybersecurity Awards (Cybersecurity Malaysia)
2009 - Award for “Information Security Training Provider of the Year”

ITEX 2009 Awards - Won by UCTI Graduates
(International Innovation, Innovation & Technology Exhibition)
2009 - Gold Award for “Best Invention - SmartSurface”
2009 - Special Award for Corporate Innovation

Business Excellence Award 2006
(Malaysia Canada Business Council)
2006 - Bronze award for Industry Excellence for Education

e-Genting Programming Competition (R&D Division, eGenting)
2006 - First Prize for “Software Program Design and Development”
2004 - First Prize for “Software Program Design and Development”
2003 - First Prize for “Software Program Design and Development”
2002 - Merit Award for “Software Program Design and Development”

HSBC Young IT Entrepreneur Awards (Hong Kong Bank)
2004 - Gold Award for “Universal Wireless Charging” solution

2004 - Judges Award for “Security Transmitter & Detector” device
2002 - Silver Award for “Business Eduation Access Medium”

MSC-IHL Business Plan Competition
(Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)
2012 - Merit prize for Business Idea Category
2005 - Grand prize for Business Idea Category
2005 - Merit prize for Business Plan Category

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